

The Role of
Market Research
in Customer Service

INPUT

- 'Information' Gathered Objectively
- Help Plan Strategies for Success in Service
- Annual Trends Europe
- 'Benchmark' User Satisfaction

INPUT

NOTES:

FPRE-KH-2

Analysis of:

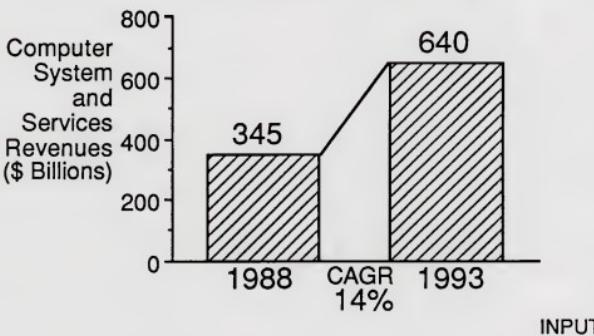
- Computer Markets
- Customer Service Markets
- Vendors' Service Offerings
- Users
 - Services Received
 - Services Needed

INPUT

NOTES:

FPRE-KH-3

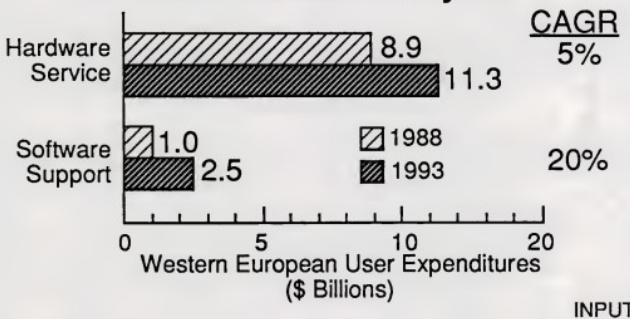
Worldwide Computer Market



NOTES:

FPRE-KH-4

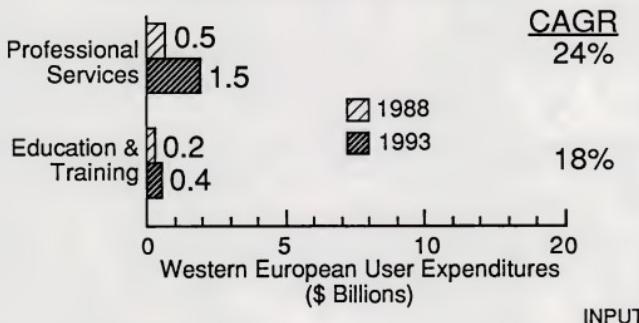
Customer Service Market— Service Sector Analysis



NOTES:

FPRE-KH-5a

Customer Service Market— Service Sector Analysis



NOTES:

FPRE-KH-5b

Software Support Satisfaction

0 Satisfaction Index Δ SI 0.5

Most Satisfied

- Hotline
- Capacity Tuning
- On-Site Support
- Consultancy/Planning
- Remote Diagnostics
- Problem Database

INPUT

NOTES:

FPRE-KH-6

Software Support Satisfaction

0.5 Satisfaction Index Δ SI 1.0

Least Satisfied

- Telephone Fix Speed
- Telephone Access
- Software Updates
- Software Installation
- Training

INPUT

NOTES:

FPRE-KH-7

Software Support Satisfaction

1.0 Satisfaction Index Δ SI 1.5

Concern

- Engineer Skills
- Documentation

INPUT

NOTES:

FPRE-KH-8

Hardware Service Satisfaction

0 Satisfaction Index Δ SI 0.5

Most Satisfied

- Consultancy/Planning
- Training
- Telephone Support
- Service Administration
- Remote Diagnostics
- Out-of-Hours

INPUT

NOTES:

FPRE-KH-9

Hardware Service Satisfaction

0.5 Satisfaction Index Δ SI 1.0

Least Satisfied

- Engineer Skills
- Problem Escalation
- Back-Up Support
- Call Handling
- Documentation

INPUT

NOTES:

FPRE-KH-10

Hardware Service Satisfaction

1.0 Satisfaction Index Δ SI 1.5

Concern

- Spares Availability

INPUT

NOTES:

FPRE-KH-11

Major Challenges and Issues

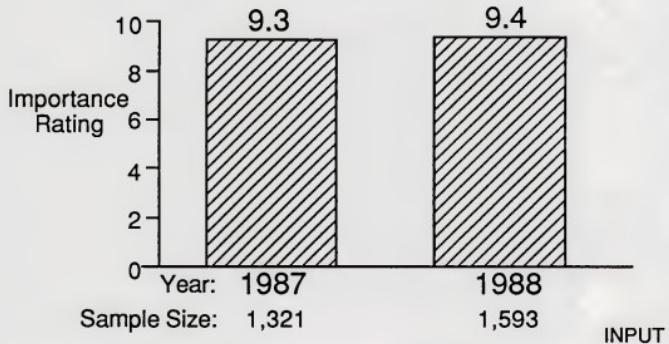
- Deterioration in User Satisfaction
 - Software Support
 - System Failure Rates
 - Systems Availability
 - Response/Repair

INPUT

NOTES:

FPRE-KH-12

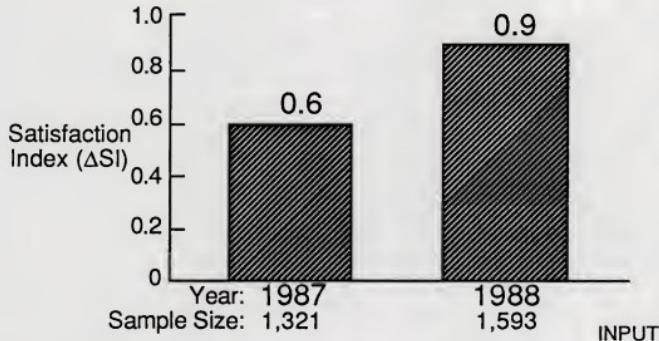
Systems Availability Trends



NOTES:

FPRE-KH-13a

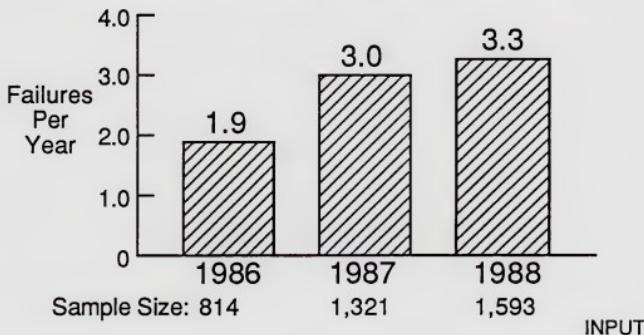
Systems Availability Trends



NOTES:

FPRE-KH-13b

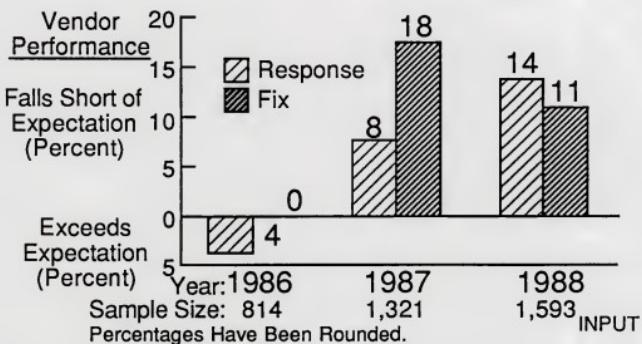
System Failure Rate Trends



NOTES:

FPRE-KH-14

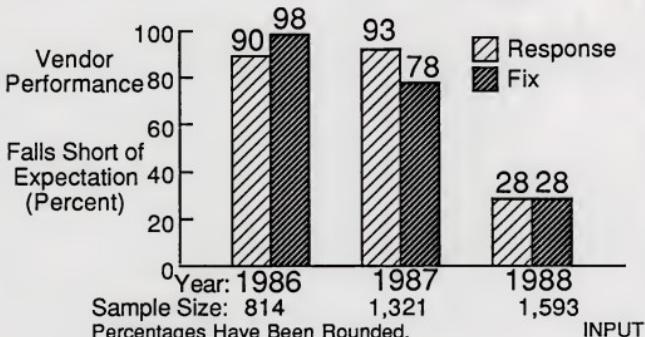
Hardware Service Response/Repair Time Trends



NOTES:

FPRE-KH-15

Software Support Response/Fix Time Trends



NOTES:

FPRE-KH-16

Country Comparisons

Hardware Service Satisfaction

(1.0) Satisfaction Index Δ SI 0

Oversatisfied

- Belgium

INPUT

NOTES:

FPRE-KH-17a

Country Comparisons

Hardware Service Satisfaction

0 Satisfaction Index Δ SI 0.5

Most Satisfied

- Netherlands
- Switzerland

INPUT

NOTES:

FPRE-KH-17b

Country Comparisons

Hardware Service Satisfaction

0.5 Satisfaction Index Δ SI 1.0

Least Satisfied

- France
- West Germany
- Italy
- Norway
- Sweden
- United Kingdom

INPUT

NOTES:

FPRE-KH-17c

Country Comparisons

Hardware Service Satisfaction

1.0 Satisfaction Index Δ SI 1.5

Concern

- Spain

INPUT

NOTES:

FPRE-KH-17d

Country Comparisons

Software Support Satisfaction

(1.0) Satisfaction Index Δ SI 0

Oversatisfied

- Belgium

INPUT

NOTES:

FPRE-KH-18a

Country Comparisons

Software Support Satisfaction

0 Satisfaction Index Δ SI 0.5

Most Satisfied

- Netherlands
- Switzerland

INPUT

NOTES:

FPRE-KH-18b

Country Comparisons

Software Support Satisfaction

0.5 Satisfaction Index Δ SI 1.0

Least Satisfied

- West Germany
- Italy
- Norway
- United Kingdom

INPUT

NOTES:

FPRE-KH-18c

Country Comparisons

Software Support Satisfaction

1.0 Satisfaction Index Δ SI 1.5

Concern

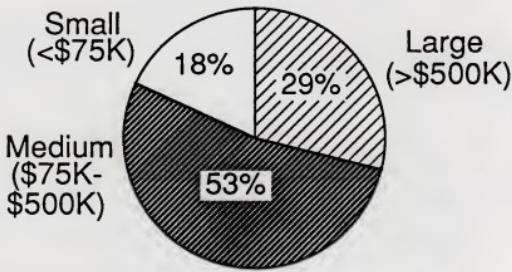
- France
- Spain
- Sweden

INPUT

NOTES:

FPRE-KH-18d

Sample Distribution by System Size



Sample Size: 1,593

INPUT

NOTES:

FPRE-KH-19

World Markets: 1988

	\$ Billions				
	U.S.	Europe	Japan	RoW	Total
Computer Hardware	62	38	32	7	139
Hardware Maintenance	14	9	7	1	31
Data Comm. Hardware	16	8	5	2	31

INPUT

NOTES:

FPRE-KH-20

World Markets: 1988

	\$ Billions					Total
	U.S.	Europe	Japan	RoW		
Data Comm. Maintenance	4	1	1	<1	7	
Software	23	9	14	5	51	
Computer Services	51	26	7	2	86	
Total	170	91	66	18	345	INPUT

NOTES:

FPRE-KH-21ab

World Markets: 1993

	\$ Billions				
	U.S.	Europe	Japan	RoW	Total
Computer Hardware	101	58	58	14	231
Hardware Maintenance	18	15	8	3	44
Data Comm. Hardware	30	13	9	6	58

INPUT

NOTES:

FPRE-KH-22

World Markets: 1993

	\$ Billions					
	U.S.	Europe	Japan	RoW	Total	
Data Comm. Maintenance	6	2	2	1	11	
Software	60	28	37	14	139	
Computer Services	99	60	23	5	187	
Total	314	176	137	43	670	
						INPUT

NOTES:

FPRE-KH-23ab

Service Market Analysis

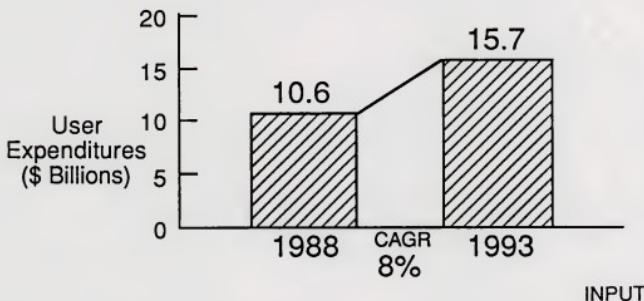
- Growth Areas
- New Service Offerings
- Competition

INPUT

NOTES:

FPRE-KH-24

Customer Services Market Western Europe, 1988-1993



NOTES:

FPRE-KH-25

INPUT

PICCADILLY HOUSE
33/37 REGENT STREET, LONDON SW1Y 4NF
TEL: (01) 493 9335 TELEX: 27113
FAX: (01) 629 0179

FAX TRANSMITTAL FORM

DESTINATION: MV

FAX NUMBER :

ATTENTION : ANDREA JENKIS

Telephone Number/Location _____

NUMBER OF PAGES: 1 OF 22

CONFIDENTIAL CORRESPONDENCE YES NO ✓

URGENT YES ✓ NO

DESCRIPTION

- ANDREA - I NEGOTIATED SOME SLIDES FOR A
CONFERENCE PRESENTATION - ATTACHED
- HAND COM + SLIDES NEED TO BE FRIDAY 17
FEB IN LONDON LATEST - AM I IMPROVING IN NOTICE TIME
- PLEASE FAX ANY OVERLAY THU WEEK AS I AM
AWAY 5 FEB - 14 FEB. I WILL SEND SOME MORE TOMORROW.
- MANY THANKS - IT WAS NICE TO MEET YOU
IN M-V.

Keith

FROM:

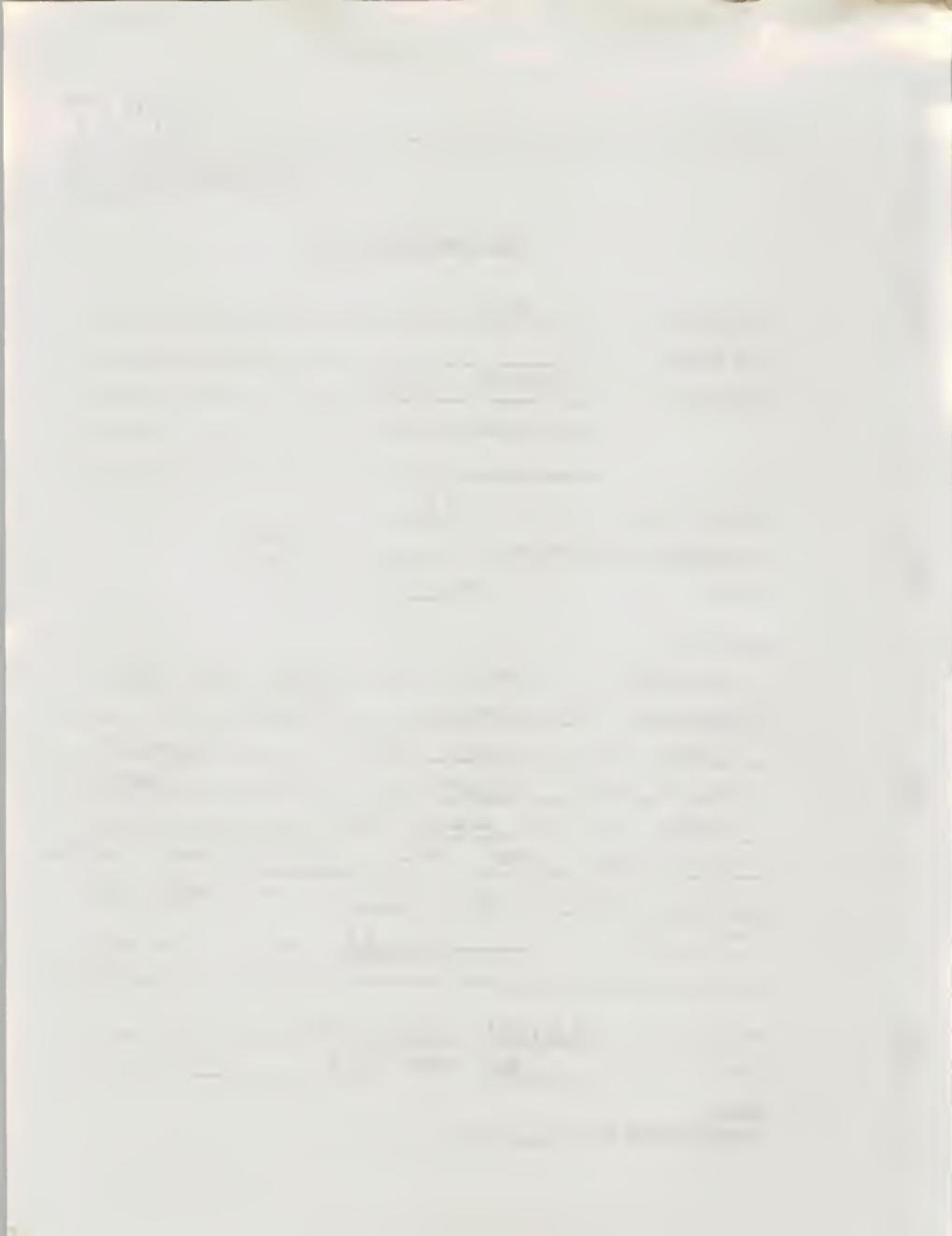
KETH HOCKING

DATE:

2 FEB 89

INPUT

Project Charge Code: _____



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FROM INPUT LTD

01 629 0179→
2. 1.1989 19:26

4159603966;# 2
P. 2

1
①

TITLE ROLE OF

MARKET RESEARCH

IN CUSTOMER SERVICE

INPUT



- (2) ✓
- o ' INFORMATION ' GATHERED
OBJECTIVELY
 - o ITALY PLAN STRATEGIES
FOR SUCCESS IN SERVICE
 - o ANNUAL TRENDS EUROPE
 - o ' BENCHMARK ' USER SATISFACTION '

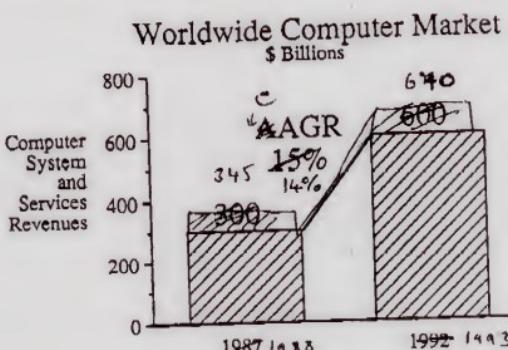


ANALYSIS OF :-

(3) ✓

- o COMPUTER MARKETS
- o CUSTOMER SERVICE MARKETS
- o VENDORS' SERVICE OFFERINGS
- o USERS - SERVICE RECEIVED
 - SERVICES NEEDED





INPUT

NOTES:

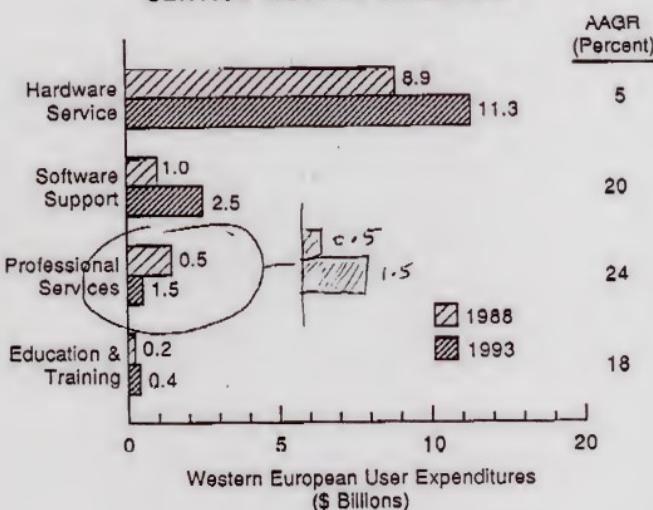
SLIDE PL - 2a

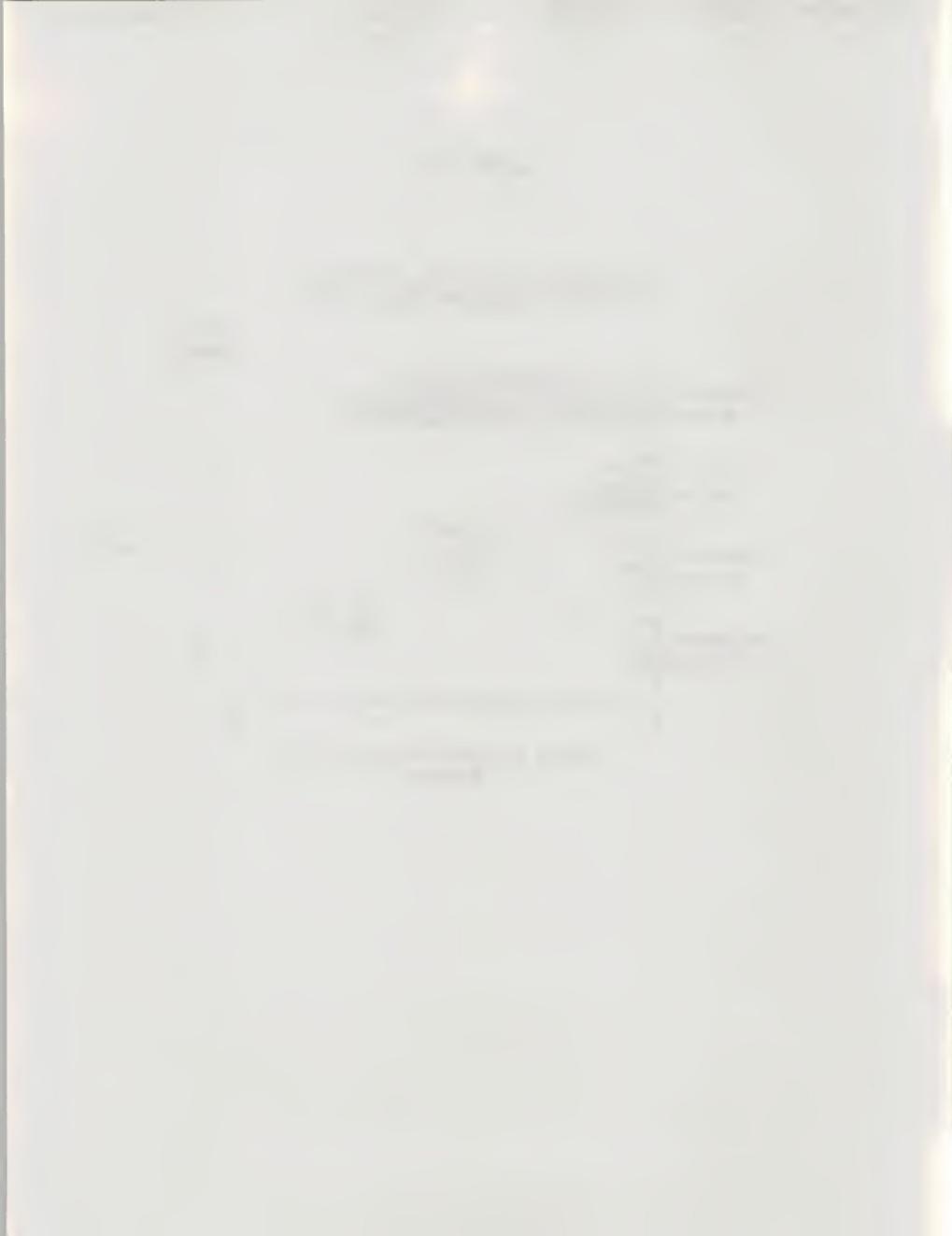
- Look at overall computer market for hardware and services (end user expenditure).
- Worldwide figures.
- 300 billion dollars 1987 - double in 1992 to 600 billion dollars.
- By 1995 all systems installed will have been replaced or obsolete, service organisations need to be ready to exploit these opportunities.

CAE8 IV-5

(5)

CUSTOMER SERVICE MARKET— SERVICE SECTOR ANALYSIS

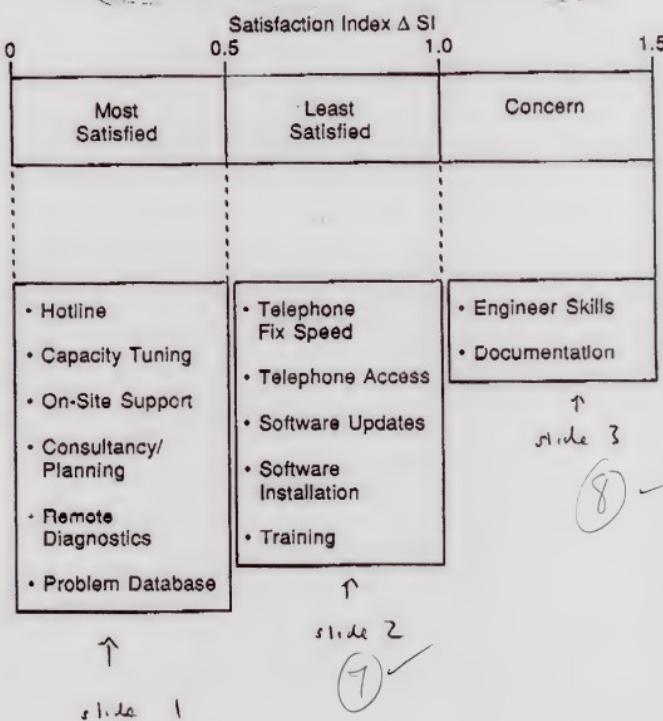




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← Parker
H GRADING

SOFTWARE SUPPORT SATISFACTION

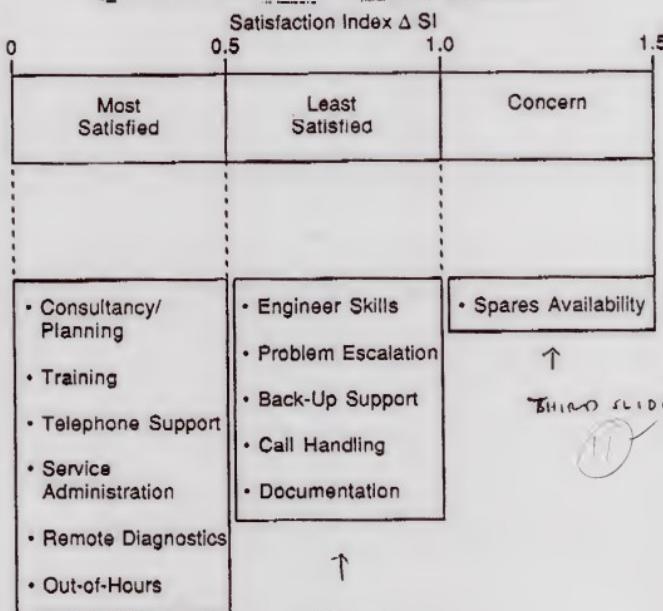




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Andrew
ITC&O IN U.

HARDWARE SERVICE SATISFACTION



↑
ONE SLIDE
(9)

↓
SECOND SLIDE
(10)

↑
THIRD SLIDE
(11)

(I am assuming you can't make 'one'
slide of the .

Year	Population	Area (sq km)	Density (per sq km)
1951	1,000,000	100,000	10
1961	1,500,000	100,000	15
1971	2,000,000	100,000	20
1981	2,500,000	100,000	25
1991	3,000,000	100,000	30
2001	3,500,000	100,000	35
2011	4,000,000	100,000	40
2021	4,500,000	100,000	45
2031	5,000,000	100,000	50
2041	5,500,000	100,000	55
2051	6,000,000	100,000	60
2061	6,500,000	100,000	65
2071	7,000,000	100,000	70
2081	7,500,000	100,000	75
2091	8,000,000	100,000	80
2101	8,500,000	100,000	85
2111	9,000,000	100,000	90
2121	9,500,000	100,000	95
2131	10,000,000	100,000	100

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MAJOR CHALLENGES AND ISSUES

- Deterioration in User Satisfaction
 - Software Support
 - System Failure Rates
 - Systems Availability
 - Response/Repair
- Hardware Service
 - Engineer Skills
 - Spares Availability
- Software Support
 - Engineer Skills
 - Documentation

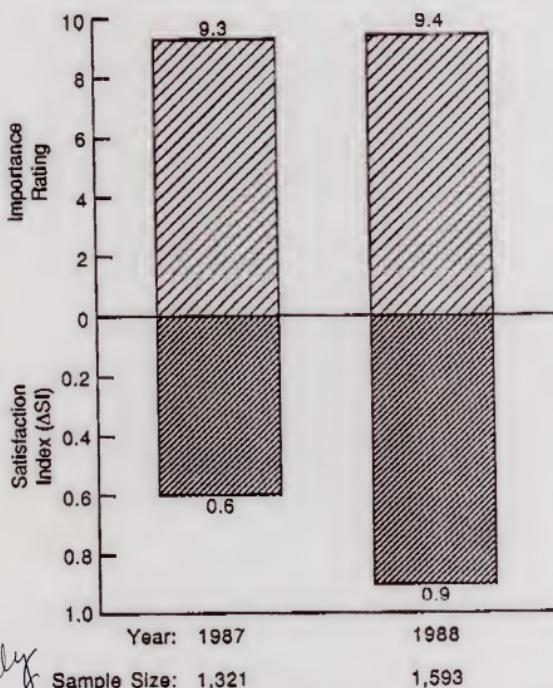
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SYSTEMS AVAILABILITY TRENDS



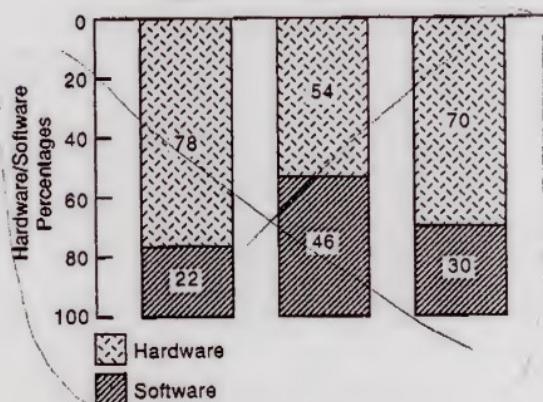
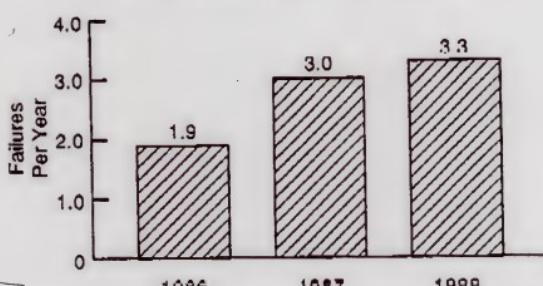
hc only

(13)✓



CAE8 III-7

SYSTEM FAILURE RATE TRENDS



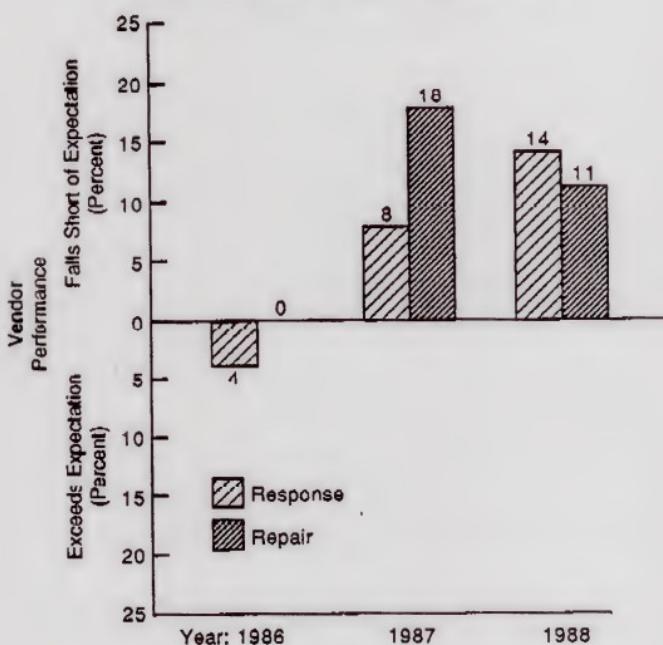
Sample Sizes: 1988 = 1,593
1987 = 1,321
1986 = 814

hc
only



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HARDWARE SERVICE RESPONSE/REPAIR TIME TRENDS



on hc
only

Sample Size: 814

1,321

1,593

Percentages Have Been Rounded.

(15)

1920-1921

1921-1922

1922-1923

1923-1924

1924-1925

1925-1926

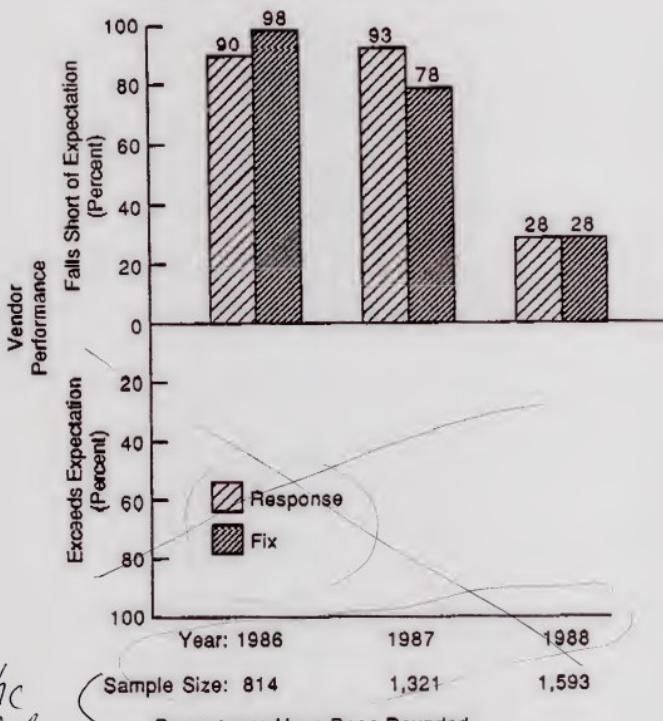
1926-1927

1927-1928

1928-1929

CAE8 III-9

SOFTWARE SUPPORT RESPONSE/FIX TIME TRENDS



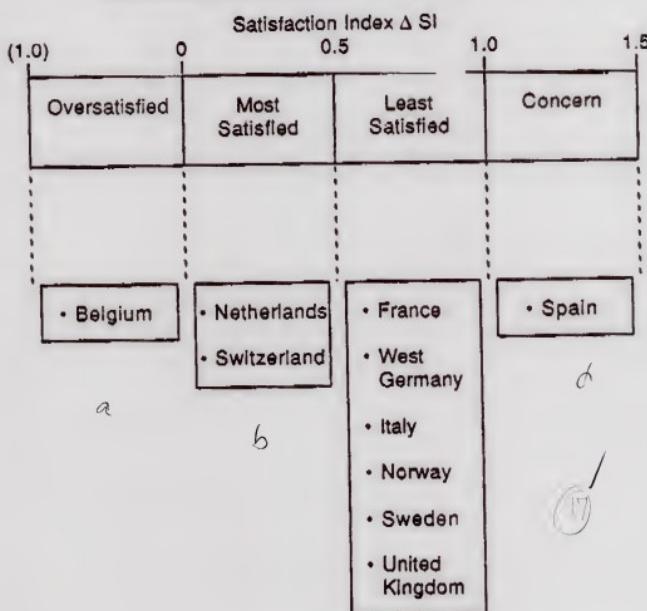
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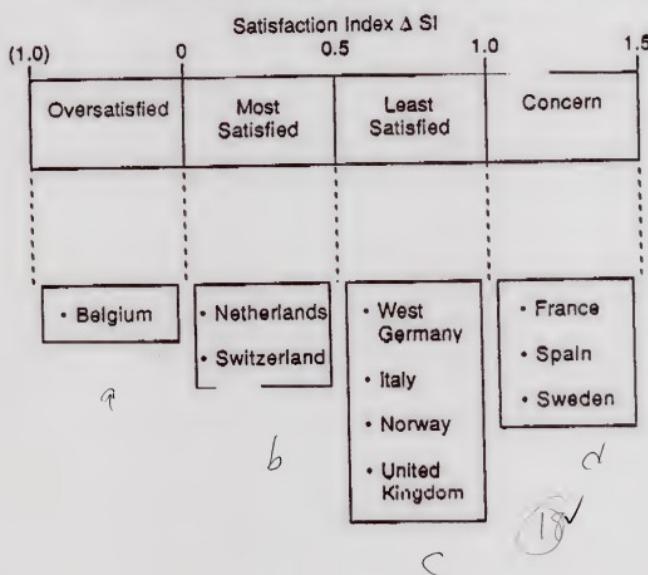
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COUNTRY COMPARISONS HARDWARE SERVICE SATISFACTION



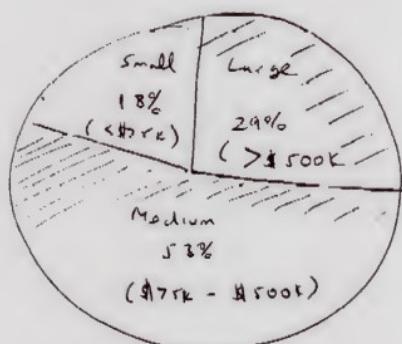
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COUNTRY COMPARISONS SOFTWARE SUPPORT SATISFACTION





Sample Distribution by
System size



AC only

Sample size 1593

⑯



8

World Markets: 1987

\$ Billions

	<u>US</u>	<u>EUROPE</u>	<u>JAPAN</u>	<u>ROW</u>	<u>TOTAL</u>
Computer Hardware	54 62	33 38	28 32	67	121 139
H/W Maintenance	12 14	8 9	6 7	1	27 34
Data Comm. Hardware	14 16	7 8	4 5	2	27 31

INPUT

SLIDES PL - 3 and 3a

- (20) ✓
- Estimated world markets split by U.S., Japan, Europe, rest of the world in 1992.



8

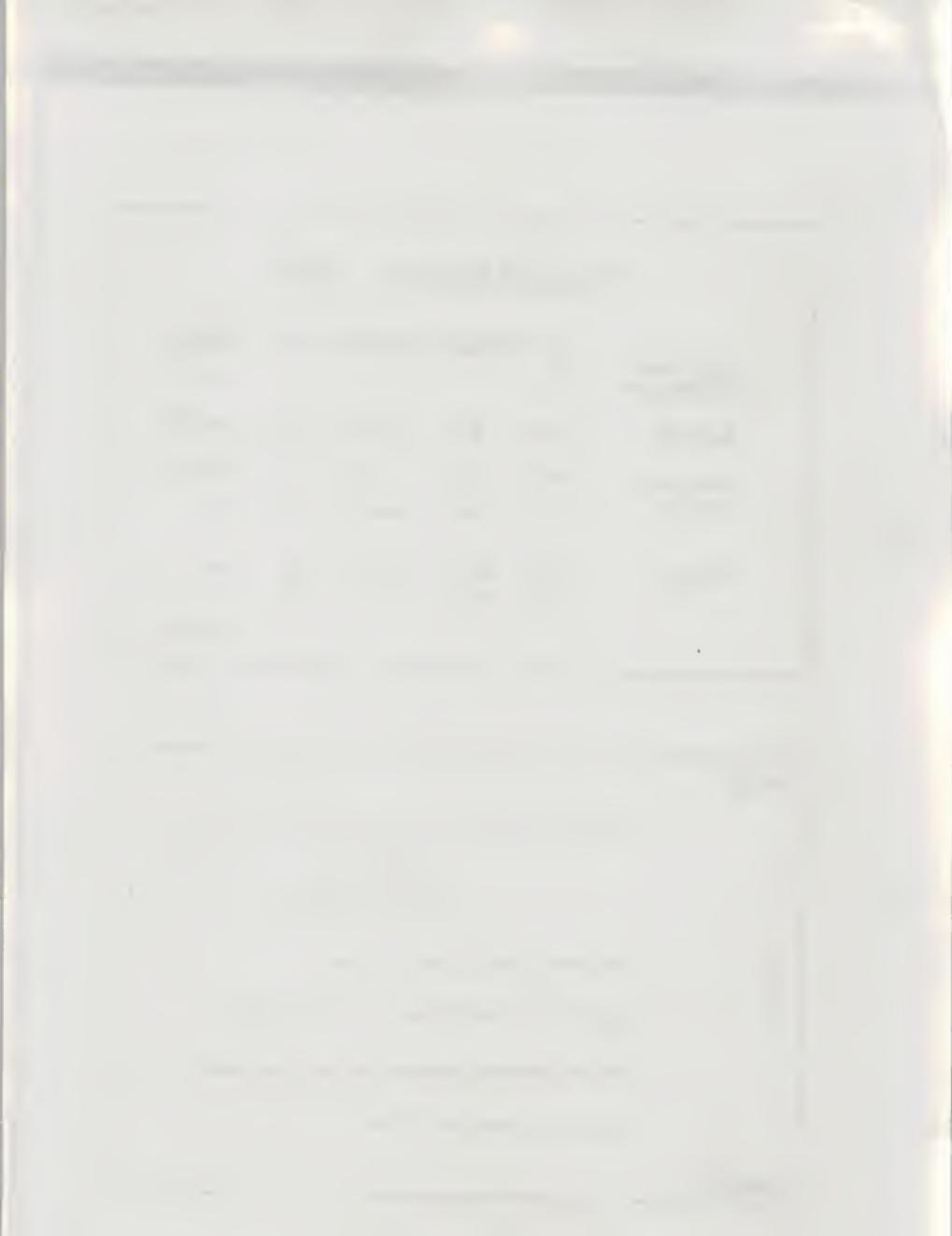
World Markets: 1987

	US	EUROPE	JAPAN	ROW	TOTAL
Data Comm. Maintenance	34	1	1	<1	67
Software	2023	89	12,14)	45	4451
Computer Services	4451	2326	57	2	7586
TOTAL	147	8091	57	16	360 345
	170	26	66	18	

INPUT

NOTES:

- o Computer services- Network services) T.S
 - Consultancy) - CCS
 - Custom software) - SCS) -
 - Turnkey systems).
- o Hardware is 49% of world market.
- o Europe 26% (\$80 billion) of world market.
- o Overall customer hardware service (\$33 billion) 11%.
- o Software business \$44 billion.



3
World Markets: 1992
\$ Billions

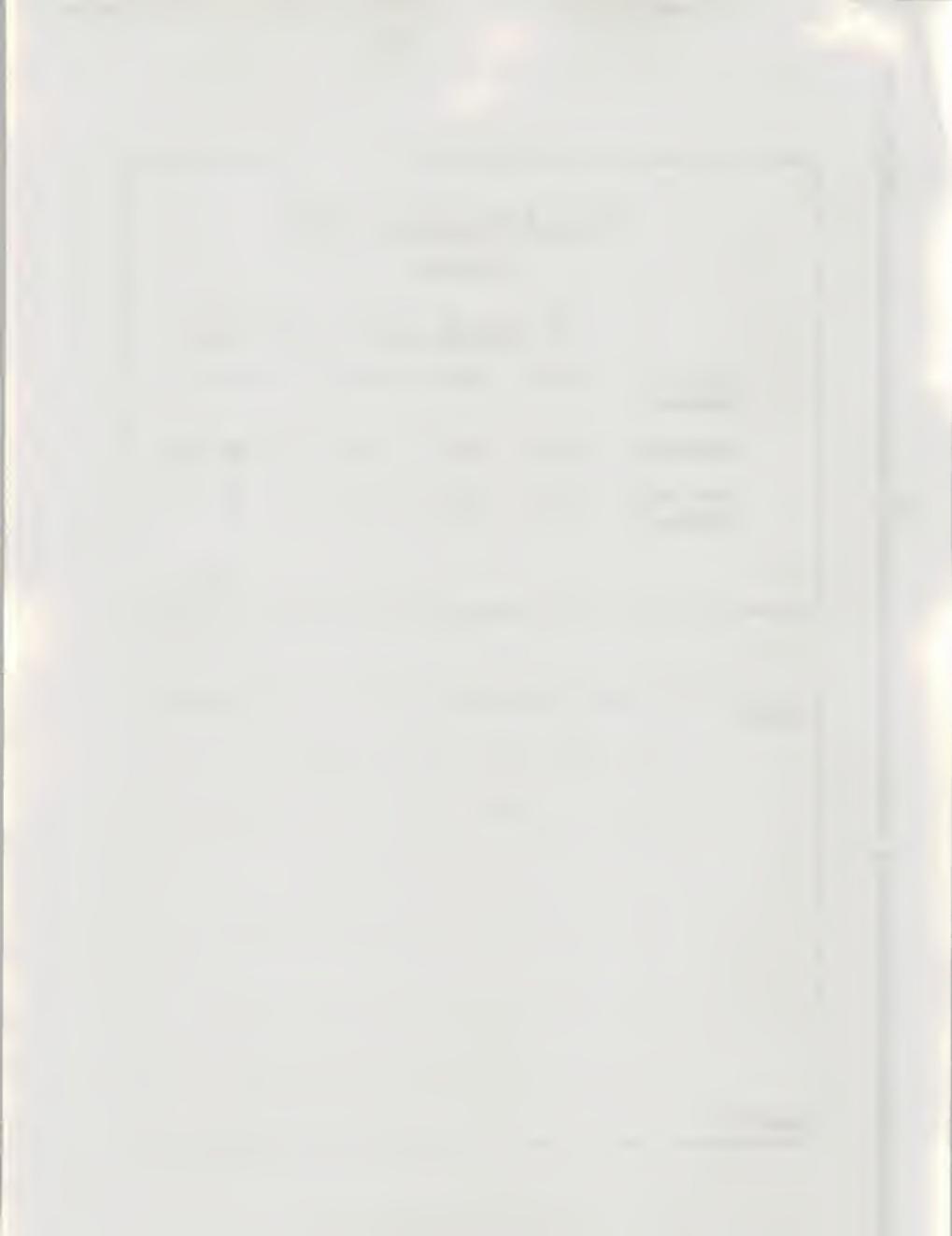
	<u>US</u>	<u>EUROPE</u>	<u>JAPAN</u>	<u>ROW</u>	<u>TOTAL</u>
Computer Hardware	88 101	50 58	50 58	12 14	200 231
Maintenance	16 18	13 15	7 8	2 3	38 484
Data Comm. Hardware	26 30	14 13	8 9	5 6	50 58

INPUT

NOTES:

15% will be over MACR

all will go to a new area.



3

World Markets: 1992

\$ Billions

	<u>US</u>	<u>EUROPE</u>	<u>JAPAN</u>	<u>ROW</u>	<u>TOTAL</u>
Data Comm. Maintenance	5.6	2	2	1	10.11
Software	52.60	24.28	32.37	12.14	120.139
Computer Services	86.99	52.60	20.23	4.5	162.187
TOTAL	273 314	152 176	119 137	36 43	600.670

INPUT

NOTES:

SLIDES PL - 4 and 4a

- o Overall growth per annum forecast at 15%.
- o Note decreased percentage of hardware in 1992 from 50% in 1987 to 42% in 1992.
- o Increased percentage taken by software and computer services underlines the need for vendors to be involved in all aspects of service.
- o Hardware vendors positioning themselves as 'solution' companies.

decline in rel. with 1987

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SERVICE MARKET ANALYSIS

- o GROWTH AREAS
- o NEW SERVICE OFFERINGS
- o COMPETITION

(24)



~~CAEB IV-4~~

CUSTOMER SERVICES MARKET
WESTERN EUROPE, 1988-1993

